

1995 COMMUNITY EVENT MARKETING CALENDAR

<u>EVENT</u>	<u>CITY/STATE</u>	<u>DATE</u>	<u>BRAND</u>
Chinese American Expo	Pomona, CA	Jan 14-15	Marlboro
Little Saigon Tet Festival	Westminster, CA	Feb 3-5	Marlboro
National Date Festival	Coachella Valley, CA	Feb 17-26	Marlboro
Mardi Gras Galveston	Galveston, TX	Feb 18-25	Marlboro
Carnaval Super Band Concert	Miami, FL	Mar 05	Marlboro
Marlboro Calle Ocho Dance	Miami, FL	Mar 10	Marlboro
Calle Ocho Festival	Miami, FL	Mar 12	Marlboro
Black Expo USA (Atlanta)	Atlanta, GA	Mar 18-19	Benson & Hedges
Country Dance Music Seminar	Nashville, TN	Apr 03	Marlboro
La Semana Alegre	San Antonio, TX	Apr 21-29	Marlboro
Black Expo USA (Jacksonville)	Jacksonville, FL	Apr 22-23	Benson & Hedges
Texas Live	San Antonio, TX	Apr 23	Marlboro
L.A. Fiesta Broadway (Music Concert)	Los Angeles, CA	Apr 30	Marlboro

<u>EVENT</u>	<u>CITY/STATE</u>	<u>DATE</u>	<u>BRAND</u>
East End Festival	Houston, TX	May 5-7	Marlboro
Nederlander Festival Concert	Tucson, AZ	May 06	Marlboro
Memphis In May Barbecue	Memphis, TN	May 18-20	Marlboro
Black Expo USA (Houston)	Houston, TX	May 20-21	Benson & Hedges
Miller Lite Tejano Concert (El Paso)	El Paso, TX	May 21	Marlboro
Great American Cook-Off	Cleveland, OH	May 25-29	Marlboro
Rompiendo Barreras (Music Concert)	Houston, TX	May 27	Marlboro
Miller Lite Tejano Concert (McAllen)	McAllen, TX	May 29	Marlboro
Summer Lights Festival	Nashville, TN	Jun 1-4	Marlboro
Miami/Bahamas Goombay	Miami, FL	Jun 2-4	Benson & Hedges
Oklahoma City Red Earth	Oklahoma City, OK	Jun 9-11	Marlboro
Nederlander Festival Concert	Modesto, CA	Jun 10	Marlboro
116th Street Festival (Music Concert -Talent)	New York, NY	Jun 10	Marlboro
Canonazo Primavera II (Music Concert)	Chicago, IL	Jun 10	Marlboro

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Miller Lite Tejano Concert (Laredo)	Laredo, TX	Jun 11	Marlboro
Carnaval Latino	New Orleans, LA	Jun 16-18	Marlboro
Country Jam	Grand Junction, CO	Jun 22-25	Marlboro
Nederlander Festival Concert	Denver, CO	Jun 24	Marlboro
Miller Lite Tejano Concert (Corpus Christi)	Corpus Christi, TX	Jun 25	Marlboro
Nederlander Festival Concert	Salt Lake City, UT	Jun 29	Marlboro
Freedom Weekend Aloft	Greenville, SC	Jul 1-4	Marlboro
Miller Lite Tejano Concert (San Antonio)	San Antonio, TX	Jul 3-4	Marlboro
Latino World Festival	Detroit, MI	Jul 7-9	Marlboro
Chicago Black Expo	Chicago, IL	Jul 7-9	Benson & Hedges
Carnaval De Paterson	Paterson, NJ	Jul 8-9	Marlboro
San Diego 32nd Street Naval Station (Music Concert - Talent)	San Diego, CA	Jul 21-23	Marlboro
Viva Mexico	Chicago, IL	Jul 22-23	Marlboro
Miller Lite Tejano Concert (Dallas)	Dallas, TX	Jul 23	Marlboro

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<u>EVENT</u>	<u>CITY/STATE</u>	<u>DATE</u>	<u>BRAND</u>
Indiana Black Expo (Concert - Talent)	Indianapolis, IN	Jul 25-30	Benson & Hedges
Harbor Fest	Oswego, NY	Jul 27-30	Marlboro
Quick Chek Balloon Festival	Readington, NJ	Jul 28-30	Marlboro
Marlboro Music Military (Fort Carson)- (Music Concert- Talent)	Fort Carson, CO	Jul 28-30	Marlboro
Black Expo USA (Oakland)	Oakland, CA	Jul 29-30	Benson & Hedges
Wisconsin State Fair	Milwaukee, WI	Aug 3-13	Marlboro
We Country Music Festival	Detroit Lakes, MN	Aug 4-6	Marlboro
Marlboro Music Military (Corpus Christi)- (Music Concert- Talent)	Corpus Christi, TX	Aug 4-6	Marlboro
Ohio State Fair	Columbus, OH	Aug 4-20	Marlboro
Nederland Festival Concert	Spokane, WA	Aug 05	Marlboro
Erie County Fair	Hamburg, NY	Aug 9-18	Marlboro
Marlboro Music Military (El Paso)- (Music Concert - Talent)	El Paso, TX	Aug 11-13	Marlboro
Memphis Blues Festival (Concert)	Memphis, TN	Aug 12	Benson & Hedges
Nederland Festival Concert	Minneapolis, MN	Aug 12	Marlboro

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Hispanic Worlds Fair	New York, NY	Aug 12-13	Marlboro
Pan American Festival	Chicago, IL	Aug 12-13	Marlboro
Montana Fair/Metra Park	Billings, MO	Aug 12-19	Marlboro
Miller Lite Tejano Concert (Houston)	Houston, TX	Aug 13	Marlboro
Nederlander Festival Concert	Milwaukee, WI	Aug 13	Marlboro
Kentucky State Fair	Louisville, KY	Aug 17-27	Marlboro
Missouri Black Expo	St. Louis, MO	Aug 18-20	Benson & Hedges
African World Festival	Detroit, MI	Aug 18-20	Benson & Hedges
Marlboro Music Military (Camp Lejeune)- (Music Concert -Talent)	Jacksonville, NC	Aug 18-20	Marlboro
Nederlander Festival Concert	Cincinnati, OH	Aug 19	Marlboro
Colorado State Fair (Music Concert- Talent)	Pueblo, CO	Aug 19 - Sep 3	Marlboro
African American Heritage	New Orleans, LA	Aug 30 - Sep 3	Benson & Hedges
Nederlander Festival Concert	Albuquerque, NM	Sep TBD	Marlboro
Hispanic Festival of Elizabeth	Elizabeth, NJ	Sep 1-2	Marlboro

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L.A. County Fair (Music Talent)	Pomona, CA	Sep 8 - Oct 1	Marlboro
State Fair of Oklahoma (Music Concert- Talent)	Oklahoma City, OK	Sep 15 - Oct 1	Marlboro
Black Expo USA (Dallas)	Dallas, TX	Sep 16-17	Benson & Hedges
Expo Fair	New York, NY	Sep 16-18	Marlboro
Gwinnett County Fair	Snellville, GA	Sep 19-22	Marlboro
North Georgia State Fair	Marietta, GA	Sep 21 - Oct 1	Marlboro
Virginia State Fair (Talent)	Richmond, VA	Sep 21 - Oct 1	Marlboro
Mid-South Fair	Memphis, TN	Sep 21 - Oct 1	Marlboro
Nederlander Festival Concert	Miami, FL	Oct TBD	Marlboro
South Carolina State Fair	Columbia, SC	Oct 5-15	Marlboro
Black Expo USA (Richmond Concert)	Richmond, VA	Oct 6-8	Benson & Hedges
Albuquerque International Balloon Festival	Albuquerque, NM	Oct 7-15	Marlboro
Discovery of America	Miami, FL	Oct 08	Benson & Hedges
North Carolina State Fair	Raleigh, NC	Oct 13-22	Marlboro

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Arizona State Fair (Music Concert- Talent)	Phoenix, AZ	Oct 19 - Nov 5	Marlboro
Amigo Airsho	Ft. Bliss, TX	Oct 21-22	Marlboro
Perfect Combination Concert	New York, NY	Oct 28	Marlboro
Industria Del Amor (Music Concert)	San Jose, CA	Oct/Nov TBD	Marlboro
Nederland Festival Concert	Tampa, FL	Nov 11	Marlboro

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